

**Edina Art Center Board Meeting  
November 18, 2010  
4:30pm at EAC**

**Edina Art Center Mission Statement**

The Edina Art Center mission is to provide facilities, programs and services that meet and reflect the needs of our residents and neighbors for participation, education and enjoyment in the Arts with emphasis on fine arts.

Members present: Hafed Bouassida, Steve Carlson, Maria DePesa, Rick Fesler, Bill McCabe, Heather Randall King, John Swon, Renee Usem, Jini Washburn and Thea Zerbe

Members absent, Ruth Valgemae

Staff present: Phil Johnson & John Keprios

**CALL TO ORDER:** Bill McCabe, Chairperson, called the meeting to order at 4:30 pm.

**APPROVAL OF OCTOBER MINUTES**

The minutes for the October 28, 2010 meeting were read and approved.

**WELCOME: Scott Neal, Edina City Manager**

Scott Neal, new City Manager, had scheduled a visit to this Board meeting but had to reschedule.

**WELCOME: Maria DePesa, new student Board Member**

Maria is attending her first Board meeting. Chair Bill McCabe asked her to introduce herself. Maria is a senior at Edina High. She is currently directing a play and is narrowing down her college choices. The other Board members introduced themselves as well.

**EDINA PUBLIC ART COMMITTEE: Rick Fesler**

Rick announced the first prize winner for the promenade Sculptures Contest. The piece is titled "The Plunge". Second place went to "Reflections on Friendship". Third place to "The Holy Big Bird". All received cash awards. Today's Sun Current newspaper has a very nice article with picture. EPAC has issued a call for more sculptures for next years contest. EPAC is working with John Keprios on a project to design and install a Veterans Memorial in a City of Edina Park. It is very early on this project with much work to be done. Rick mentioned that a funding request had been submitted to City Council. John Keprios added that this request had been discussed during the Council's work session. There are many requests and money is tight. The Council will decide at its December 21 meeting. Bill McCabe reported that EPAC and Edina Police Department are still discussing the proposed memorial to Kodiak, the retired canine officer. More on this subject to come.

**WAYS & MEANS Committee: Steve Carlson**

Steve reported the committee had met to discuss how to help sell more tickets for the Taste of Creativity. They were limited in what they were able to do given the short timeframe. For future events like this, the committee could perhaps give more assistance. Steve also commented that the materials he had received from Diana Hedges in response to questions

he had were absolutely terrific. Two items were especially helpful. A comparison of silent auctions in 2006, 2008 and 2010 shows that financial yields were similar and that these events involved very significant staff and volunteer time investments. For the last two events, at least, there were concerns as whether the financial returns were worth the effort. The second subject was a continuing conversation concerning the role of the Board in fundraising. A statement by John Keprios contained in previous Board minutes said: "The major goal of the Edina Art Center is provide quality educational and recreational opportunities in the visual arts." To achieve that, the EAC must be mindful of its financial responsibilities; by the same token, the Board is not here to devote the majority of our time to fundraising. For many years, like other facilities, EAC has been subsidized from Liquor store sales. Steve had also reviewed financial records and he observed that the overall revenue and expense experience has been pretty consistent. That would indicate overall a pretty good job of managing. Other than encouraging more sales in the Holiday Gift Sale, the next focus for the Board might be to make a push for membership, perhaps by writing an end-of-the-year letter. Steve will discuss this with Diana Hedges. Finally, an appeal for donations to Public Art was included with the water & sewer bills sent out in November. It will also be included in the December & January mailings. The response so far has not been significant.

**EDINA FILM FESTIVAL: John Swon**

John reported the Landmark Theaters organization had agreed to dates for the festival. They are Thursday, October 20 through Saturday, October 22, 2011. He will be receiving a new quote from Landmark covering the same parameters as those for last fall's postponed event. The next meeting of the Festival committee is December 7 at 4 pm here at the EAC. Board members are invited to attend. John had also spoken with the Edina Chamber of Commerce. While they are not able to contribute financially, they will provide help with advertising to local businesses. John's meeting with the 50th and France Business Association has been rescheduled to the first Thursday in March. This remains an opportunity to solicit, perhaps, financial support but certainly promotional assistance.

**TASTE OF CREATIVITY: Diana Hedges**

Diana is ill. Her wrap-up report will be scheduled next meeting.

**DIRECTOR'S REPORT: Diana Hedges**

In Diana's absence, John Keprios gave a short presentation of the Capital Improvement Plan (CIP) process. He began by explaining that the CIP is a five-year plan and a one-year budget.

The City has already approved it this year. For the coming year, these items were approved: \$15,000 is provided to rebuild and move outdoor kilns, installing new gas lines for safety; \$2,000 for the Greer Garden to improve the appearance of the permeable surface; and \$20,000 for general maintenance and code improvements.

John Keprios then distributed a drawing showing possible modifications to EAC's parking areas. The CIP includes for 2012, \$85,000 for an expansion of the parking lot (ten new spots) and re-designed entry and exit as well as a better drop-off area for enhanced, safer flow of traffic. The drawings show a couple of different options. No decisions will be made now. This topic will be discussed in depth at future meetings. The objective is to provide curbs, gutters, striping and more stalls. An additional entrance will be a big improvement. Jini Washburn asked if the Art Center is currently up to code. John Keprios replied that a number of items in the Art Center do not meet current codes but did comply with applicable

codes at the times the items were installed. Proposed for 2013 is \$22,800 for upgrades to the buildings HVAC systems. 2014 includes \$20,000 general maintenance and \$12,000 for computer and Media Studio updates. Finally, for 2015 \$20,000 is requested for general maintenance.

Heather King asked if the newly-formed EAC Ways and Means Committee could be involved in the annual analysis and formation of the CIP. John Keprios replied he thought that was a great idea and Ways and Means should be involved in the CIP process in the coming years. Heather commented that improvements to parking and the climate control systems would definitely make EAC a more attractive and enjoyable place for students and the public. She added that a public address system would be very beneficial for larger gatherings such as gallery openings. Phil Johnson said a building communications system would do that, as well as facilitate reaching people in classrooms on all levels.

#### **NEW BUSINESS**

Bill McCabe reminded that the Board had four positions opening in 2011 and Board members might want to encourage friends and neighbors to apply. Steve Carlson asked when the Board vacancies are to occur. Bill replied that new members would take their seats in February. Bill also announced that Renee Usem had volunteered as Chair of the 2011 Juried Show.

#### **COMMUNITY COMMENT**

No members of the community were present.

#### **ADJOURNMENT**

The meeting was adjourned at 5:12 pm.

Next Board Meeting will be January 27, 2011 at 4:30pm.